

**FOR IMMEDIATE RELEASE  
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MAGGIE VISION**

## **ROYALS NATION RALLIES FOR RETURN OF SUNGWOO LEE**

**The Royals' "good luck charm" is still home in South Korea, with a documentary film crew following his every move. Will he be able to return to Kansas City in time for the Royals' fairytale World Series?**



Filmmaker Josh Swade has a track record of making Kansas sports dreams come true. In his acclaimed ESPN "30 for 30" documentary *There's No Place Like Home*, Swade successfully brought back James Naismith's original rules of basketball to the University of Kansas.

Now, with the nation gripped by Royals fever, Swade has flown himself to South Korea for his latest passion play. He's dead set on bringing back the Royals' good luck charm, superfan SungWoo Lee, in time for the World Series.

For the uninitiated: SungWoo Lee is a Korean who works for Shinsegae Chosun Hotels, a subsidiary of Westin. SungWoo's distinguishing quirk is a lifelong passion for the Kansas City Royals. He watches every game on his phone – even when they start at 5am Korean time.

SungWoo's fandom became a viral sensation this past summer, when he flew to Kansas City to see his beloved team in person for the first time. The Royals caught wind, and asked SungWoo to throw out the first pitch at a home game. Twitter fanned the flames; SungWoo became a local celebrity.

And most importantly: since SungWoo's visit, the Royals haven't stopped winning, charging through the second half of the season, going undefeated through the playoffs, and earning their first World Series berth in 29 years. Game 1 of the Fall Classic is next Tuesday, October 28<sup>th</sup>, at Kauffman Stadium in Kansas City.

But will SungWoo – their talisman and good luck charm – be able to make the trip back? His bosses have not yet given him the go-ahead. Twitter has rallied to SungWoo's cause, with #BringBackSungWoo hashtag now trending.

For Swade, it's SungWoo or bust.

"Would the Royals be in the Series if SungWoo hadn't visited this summer?" says Swade. "We cannot scientifically prove otherwise. Therefore, every Royals fan – whether you're die-hard or bandwagon – must join together in this fateful moment to bring back SungWoo for the Fall Classic. Let us raise every voice and sing."

"This story encapsulates everything we love most about sports," says Maura Mandt, president of MaggieVision, producers of Swade's film. "It's not about stats or SABRmetrics. It's the insane, irrational moments of pure fan passion. That's what SungWoo – and Josh Swade – are all about."

As of this writing, SungWoo and Swade were hoping to gain an audience with SungWoo's bosses to beg for SungWoo's return.

### **#BringBackSungWoo**

Check out SungWoo and Swade watching the Royals make the World Series:

<https://vimeo.com/user9731933/review/109168413/f12c1f8057>

### **FOR MORE INFORMATION CONTACT:**

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